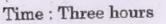
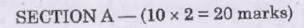
APRIL/MAY 2024

CSEN56 — CONTENT WRITING



Maximum: 75 marks



Answer ALL questions.

1. What is SEO?

T.V. Malai

- 2. Give four Essential Types of Content Marketing.
- 3. What is the most common writing tool?
- 4. What are the four pillars of content writing?
- 5. What are the five elements of a layout?
- 6. What is an advertising language?
- 7. What are Big four social media tools?
- 8. What is the most widely used social media platform?
- 9. What are the main features of short films?
- 10. What are social factors in advertising?

SECTION B — $(5 \times 5 = 25 \text{ marks})$

Answer ALL questions...

11. (a) Give the importance of nuances of technical writing.

Or

- (b) Write a short note on digital age writings.
- 12. (a) Explain in short on techniques used in content writing and explain them in short.

Or

- (b) Write the role of Grammarly.
- 13. (a) Write the objective of Mobile Advertising.

Or

- (b) Write ten step to improve Descriptive writing style.
- 14. (a) Give a short note on merits of Social media.

Or

- (b) Explain the importance blogs.
- 15. (a) Write any easy tips for Effective Content Writing.

Or

(b) What are ways to improve a good commercial writing?

Answer any THREE questions.

- 16. Explain Publication Platforms.
- 17. Describe the role of Tools, Tips and Techniques.
- 18. Write an essay on the importance of Category of Ads.
- 19. Explain the role of Social media in 21st century.
- 20. Write the techniques of short film.